



Louisiana Department of Health and Hospitals – Office of Public Health –
Bureau of Family Health

2015 Partners for Healthy Babies Annual Report

Website, Social Media and Helpline Data (1994-2015)

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Executive Summary

Program Information

The Louisiana Department of Health and Hospitals, Office of Public Health's Bureau of Family Health and the Women, Infants, and Children (WIC) program started the *Partners for Healthy Babies* (PHB) project in 1993 to help reduce infant mortality in Louisiana. The project serves to provide information and resources to women and their families via a toll-free helpline, 1-800-251-BABY (2229), a website PartnersforHealthyBabies.org, and a public-facing social media campaign on Facebook and Twitter.

Annual Report Objectives

The 2015 annual *Partners for Healthy Babies* campaign data report is a compilation of trends, quality indicators, and usage data for the helpline, website, and social media. It helps identify changes over time in how our target audiences interact with various components of *Partners for Healthy Babies*, and helps guide the future directions of the project.

Data Highlights: Helpline

- Helpline calls have been on a downward trend since 2013, and fell below the five-year average in 2015 with 3,923 total calls
- WIC and food stamp related inquiries remain the most frequent reasons for calling the helpline, followed by questions regarding immunizations.
- The helpline made 142 referrals to Text4baby, 251 passive referrals to the Nurse Family Partnership program, and 2 referrals to the Parents as Teacher program.

Data Highlights: Website

- Website usage was down from 2014, with 14,726 website sessions occurring in 2015. This is most likely due to the limited promotions budget in 2015, resulting in a website strategy focused on maintaining existing web content and users instead of increasing website traffic.
- Male engagement with the website was higher than in any previous years (most likely due to a brief but highly targeted media campaign).
- The rate of returning visitors in 2015 was almost identical to 2014 (about 39%), even though the website saw fewer overall visitors in 2015.
- The Louisiana Child Care Health Consultant program mini-website was the most visited of our 5 mini websites, with 4,171 users and 5,238 sessions in 2015

Future Plans

2016 will be a year of strategic planning, and we will work to establish new priorities for the *Partners for Healthy Babies* project and determine specific areas of focus for the next three years. Two overarching priorities will be maintaining a social marketing approach and implementing continuous quality improvement for the helpline, website and social media. We look forward to exploring new media and finding innovative ways to engage our target audiences.

Acknowledgements

Special thanks to the following for their collaborative work on the *Partners for Healthy Babies* program:

Project Staff:

Amy Zapata, M.P.H., Director – Bureau of Family Health

Karis Schoellmann, M.P.H., Team Lead – Communications, Innovation, and Action Team

Becky Majdoch, M.P.H., Specialist – Communications, Innovation, and Action Team

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Contractors:

Trumpet Group

MEE Productions Inc.

American Pregnancy Association

PARTNERS FOR HEALTHY BABIES

Connecting moms and babies to resources

Partners for Healthy Babies is a project of the Louisiana Department of Health and Hospitals – Office of Public Health – Bureau of Family Health (BFH)

HELPFUL BFH WEBSITES

AliadosParaBebesSanos.org

Our Spanish-language Partners for Healthy Babies website with resources and tips for Spanish speaking families.

HealthyChoicesLA.org

Our Reproductive Health Program's website with information on family planning and reproductive health.

GiveYourBabySpace.com

Our SIDS and Safe Sleep website with tools, links and resources for providers and families on SIDS prevention.

TheGiftLA.org

Our website for Louisiana hospitals and birthing facilities to help them support breastfeeding mothers and receive the BFH's Gift designation.

LACCHC.org

Our Louisiana Child Care Health Consultant website with news, training opportunities, and tools for CCHCs and child care centers in Louisiana.

rev. May 2015

PARTNERSFORHEALTHYBABIES.ORG



FOR PROVIDERS

- DATA - Louisiana Maternal and Child Health data, fact sheets, and reports
- RESOURCES - links and information to give to your patients on health, social service, and financial resources
- NEWS - current MCH news, issues, and relevant information
- PROGRAMS - information and links to programs for pregnant women and new parents

FOR PARENTS

- INFORMATION - find out more about pregnancy and parenting related issues
- RESOURCES - links to healthcare, social service, and financial resources in Louisiana, such as:
 - Medicaid
 - WIC clinics
 - text4baby
 - Home Visiting programs
 - Pregnancy Testing
 - and more...

1-800-251-BABY (2229) HELPLINE



Our trained helpline staff links moms to be, new parents, and others to resources for family planning, pregnancy, and family health. The helpline is confidential and available 24 hours a day, every day of the year.

- Call 1-800-251-BABY (2229)

BFH E-NEWSLETTER



Sign up for our bi-monthly e-newsletter to stay up to date on the latest news regarding the programs and campaigns promoted through the Bureau of Family Health and like-minded organizations.



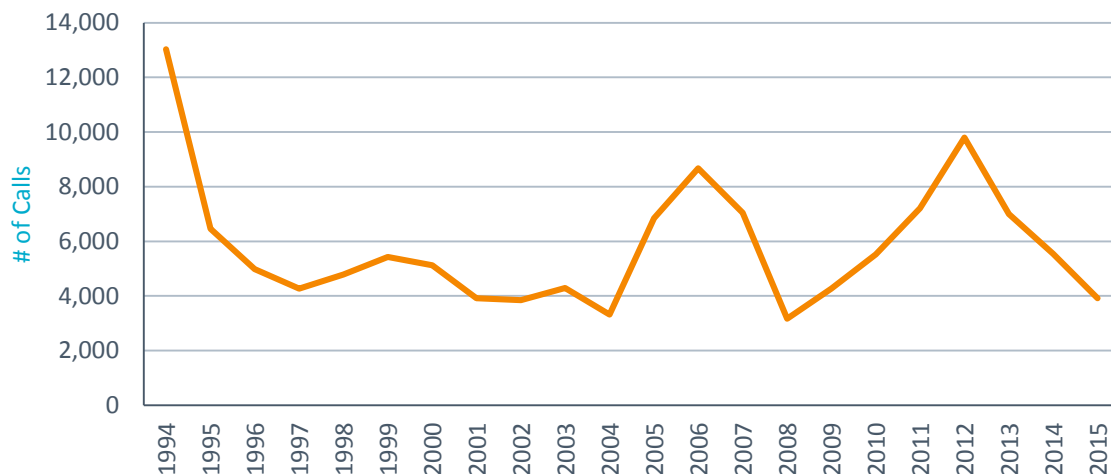
Helpline Report

The *Partners for Healthy Babies* helpline, 1-800-251-BABY (2229) was started in 1994, as mandated by the Maternal and Child Health Services Title V Block Grant. Since 2005, *Partners for Healthy Babies* has contracted with the American Pregnancy Association to serve as the helpline call center, and their trained staff is available 24 hours a day, every day, to link Louisiana families with the information and services they need to be healthy and raise healthy babies

Volume of Helpline Calls

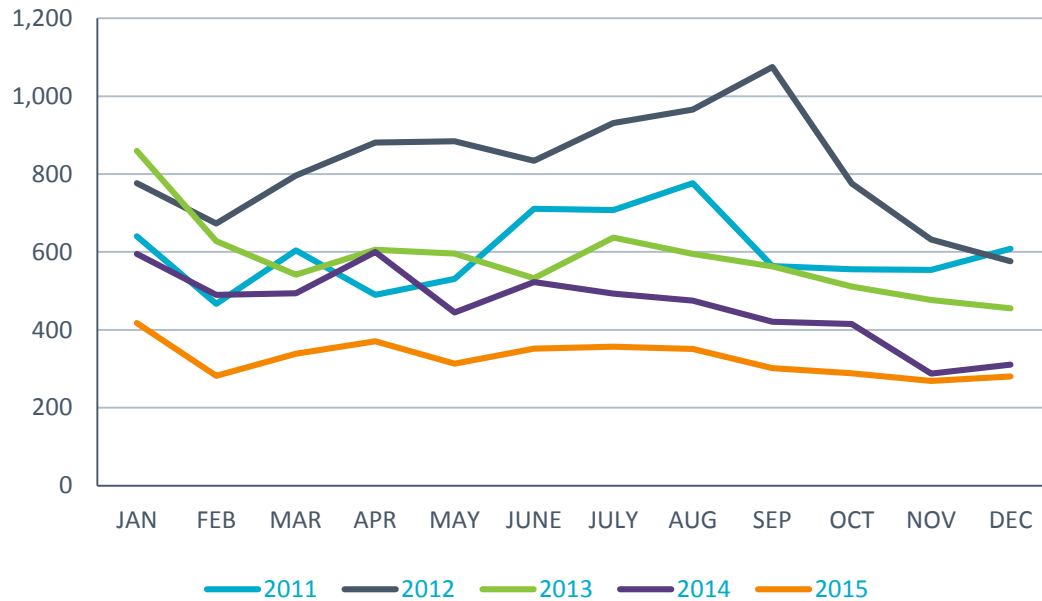
Since 1994, the *Partners for Healthy Babies* helpline has received a total of 128,488 calls (an average of 5,840 calls per year). In 2015, 3,923 people called the helpline, which was down 1,627 calls from 2014, and below the 5-year average of 6,697 calls per year.

PHB Helpline Calls by Year 1994-2015



Over the past 5 years, calls have tended to drop in December and rise in January, as seen on the chart and table on the next page. From 2011-2013, calls also rose in late-summer/early-fall, but this trend hasn't been observed over the most recent two years. In 2014 and 2015, media promotions did not specifically drive people to the helpline, rather to the PHB website, which may account for the overall decrease in calls over the past two years. Furthermore, as devices allowing internet access become more ubiquitous and accessible to the general population, it is unsurprising to see a shift from away from helpline calls and toward PHB website usage.

PHB Helpline Calls by Month 2011-2015



PHB HELPLINE Calls by Month 1994-2015

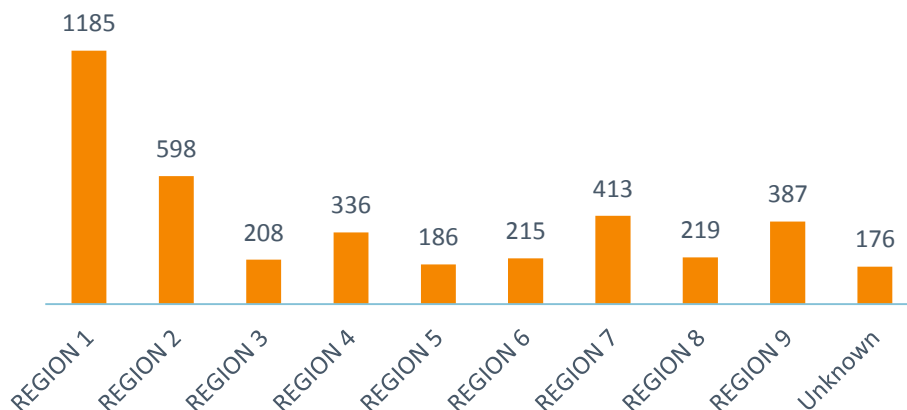
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL
1994	435	620	376	588	684	1,407	1,811	1,760	1,912	2,184	829	421	13,027
1995	748	478	553	703	682	748	429	645	469	292	387	325	6,459
1996	68	433	556	457	572	487	448	434	415	410	361	341	4,982
1997	506	306	347	462	355	408	360	198	301	317	392	322	4,274
1998	153	127	212	261	366	786	292	317	616	710	563	381	4,784
1999	443	347	440	558	517	640	396	396	258	664	365	400	5,424
2000	361	266	385	258	361	776	375	608	480	436	583	234	5,123
2001	284	213	247	347	203	296	317	418	465	536	275	317	3,918
2002	318	355	540	259	208	232	297	431	260	214	380	354	3,848
2003	393	393	241	225	194	247	658	370	420	500	251	406	4,298
2004	390	439	399	220	279	206	364	494	144	147	137	101	3,320
2005	102	85	77	129	107	101	100	208	1,729	1,926	1,438	845	6,847
2006	861	603	1,543	512	584	814	712	774	671	900	392	311	8,677
2007	939	1,202	864	519	478	445	496	447	317	761	286	297	7,051
2008	363	233	246	270	277	240	293	296	365	206	197	187	3,173
2009	264	218	261	280	268	352	390	480	469	488	471	333	4,274
2010	451	342	416	354	386	423	532	605	504	465	534	510	5,522
2011	640	467	604	490	531	711	708	777	564	556	554	608	7,210
2012	777	673	796	881	884	834	931	966	1,075	776	632	576	9,801
2013	860	628	542	606	596	533	637	595	563	511	477	455	7,003
2014	595	490	494	600	445	523	493	475	421	415	288	311	5,550
2015	418	282	339	371	313	352	357	351	302	289	269	280	3,923
TOTAL	10,369	9,200	10,478	9,350	9,290	11,561	11,396	12,045	12,720	13,703	10,061	8,315	128,488

*Green shading indicates months during which PHB ran paid promotional campaigns

Helpline Caller Demographics: Region

In 2015, the most calls to the helpline came from Regions 1 (30%) and 2 (15%), which has been consistent throughout the helpline's existence. This year, the lowest percentage of calls came from Regions 3, 5 and 6 (approximately 5% each), which is also consistent with past trends.

PHB Helpline Calls by Public Health Administrative Region (2015)



Helpline Caller Demographics: Gender

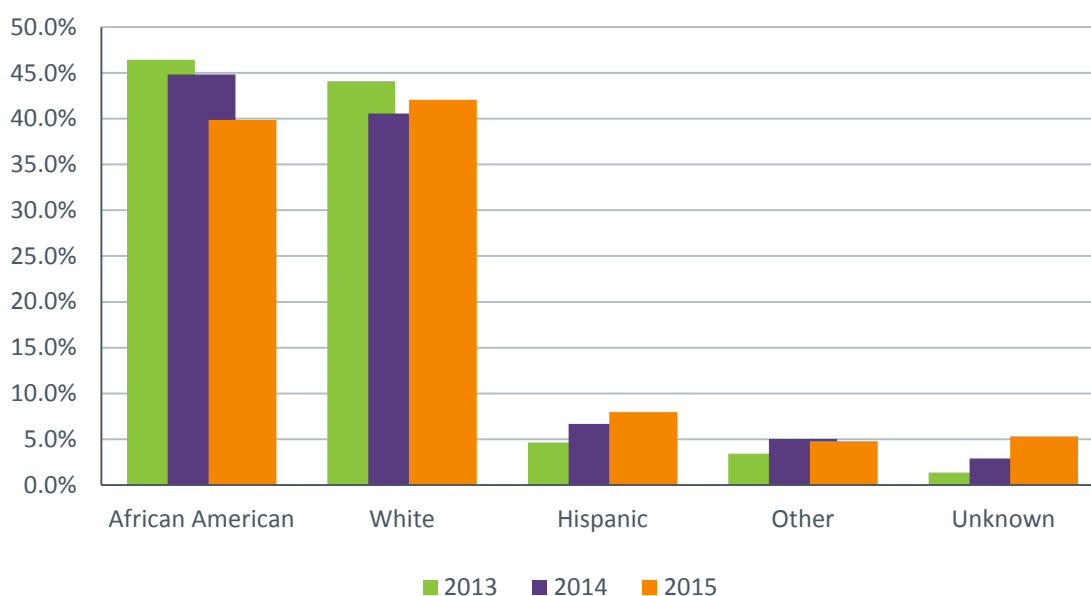
As has been the case since the helpline was established, over 90% of helpline callers are female, with a demographic split of 94% in 2015, 91% in 2014, and 93% in 2013.

Helpline Caller Demographics: Race/Ethnicity

Over the years, most helpline callers have been either White or African American. Numbers of White and African American callers began to even out starting in 2008, when the percentage of African American callers began to decline and the percentage of White callers began to rise. As seen in the chart on the next page, this trend culminated in 2015's slightly higher proportion of White callers over African American callers, at 42% and 40%, respectively.

This past year, 8% of callers were Hispanic, a group which first began to grow among helpline callers in 2009. Other races and ethnicities remain consistently represented over the past 3 years.

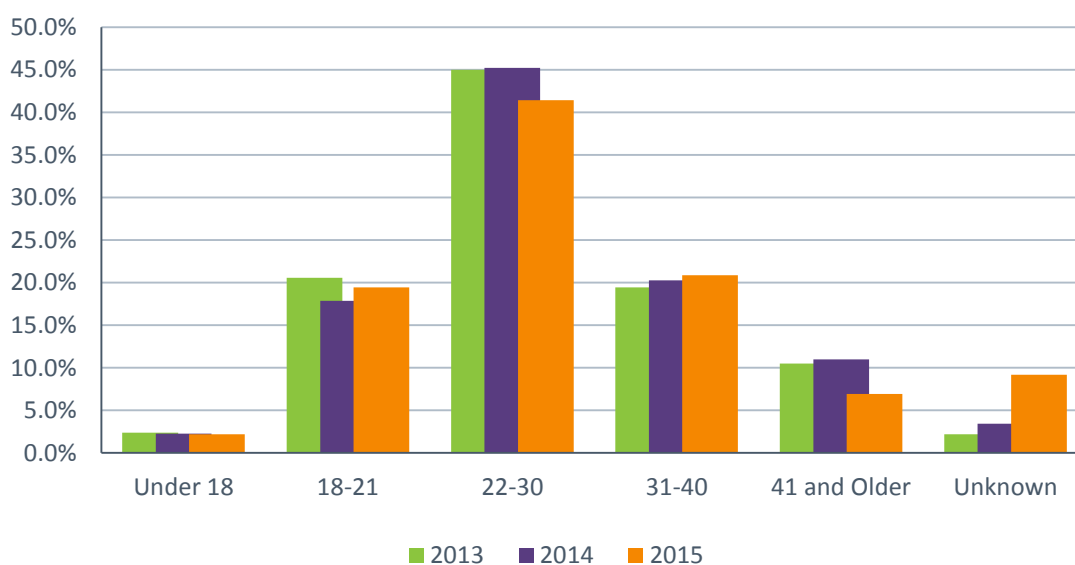
PHB Helpline Calls by Race/Ethnicity of Caller (2013-2015)



Helpline Caller Demographics: Age

The age profile of helpline callers has remained consistent since 2006. In 2015, as with all previous years on record, the majority of callers were between the ages of 22 and 30 (41%). The second highest percentage of callers were aged 31-40, at 21%, followed by callers aged 18-21 at 19%. Only 2% of callers were under the age of 18, which has remained consistent over the past three years. In a possible reflection of inconsistency in data collection, a slightly higher percentage of callers' ages were unknown, up to 9% in 2015 from 3% the previous year.

PHB Helpline Calls by Age of Caller (2013-2015)



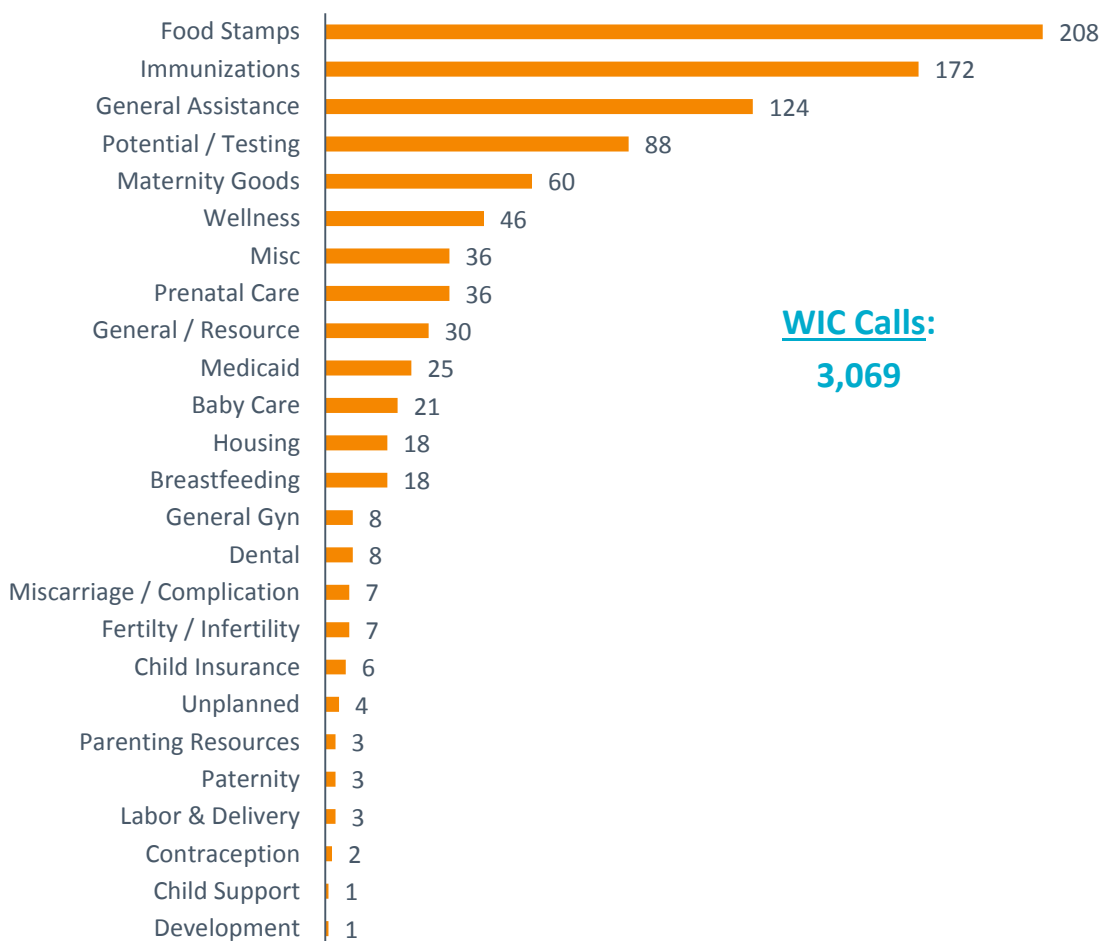
Reasons for Helpline Call

The *Partners for Healthy Babies* helpline links people to a variety of information, assistance, agencies and programs to support their inquiries. There were 3,923 callers and 4,004 unique requests, so some callers had multiple queries.

Consistently, callers ask for information on WIC. The percentage of calls related to WIC rose steadily from 62% of calls in 2009 to 84% of calls in 2014, then dipping slightly in 2015 with 78%. Calls about immunizations are in the top 5 reasons for calling every year. Since 2010, pregnancy potential/testing has entered the top 5. In 2015, calls related to maternity goods also entered the top 5. A table showing the top five reasons for helpline calls from 2011-2015 can be found in Appendix A (Support Table 1).

Apart from WIC (which accounted for 3,069 of the reasons for calling), the chart below shows all the reasons people called the *Partners for Healthy Babies* helpline in 2015.

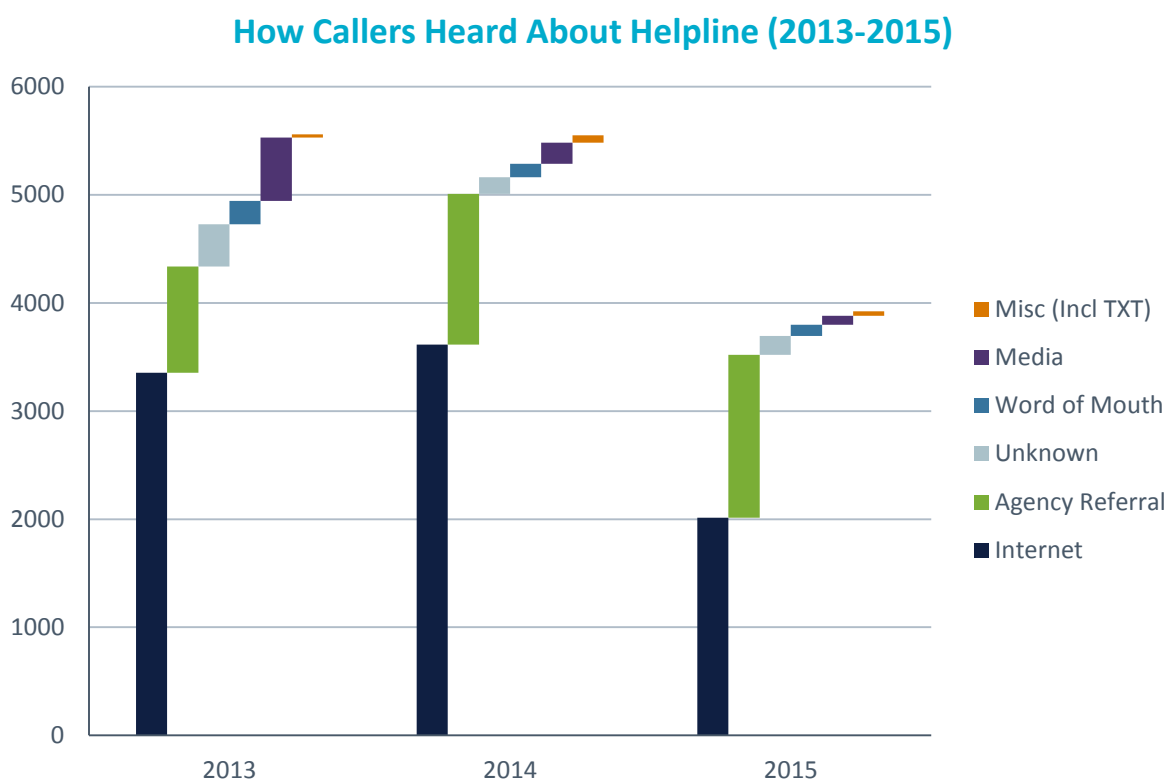
PHB Helpline Calls by Reason for Call (without WIC) (2015)



Helpline Referrals

In 2008, the internet surpassed television as the number one channel for callers to hear about the helpline and it has remained the top channel. In 2015, 51% of callers heard about the helpline through the internet. Referrals from organizations and agencies remain a consistent channel for callers to hear about the helpline as well, with 38% coming via this channel. The other top channels for referrals (excluding “Unknown”) are word of mouth, with 3%, and media (print materials, TV, billboards) with 2%.

In 2014, the Text4baby program began directing subscribers to 1-800-251-BABY in their message protocol, so for the past two years, there were callers who reported hearing about the helpline from text messaging, which has been included in the “miscellaneous” category. The chart below shows a breakdown of referral channels over the past three years.



Helpline Calls about Nurse-Family Partnership (Tables in Appendix A)

Historically, the helpline has been a venue to refer first-time pregnant women into the Nurse-Family Partnership program. Until mid-2012, there was a mechanism in place to proactively refer women meeting the program’s criteria into the service. Unfortunately, this had to be placed on hold to reevaluate privacy rules and find the most secure means to make this type of referral.

Currently, the helpline makes only passive referrals to Nurse-Family Partnership. With past active referrals, the helpline obtained information about the caller and passed it directly to a nurse in the caller’s region. With current passive referrals, the caller is told about the program and is given the contact information of the nurse in their region so that they may contact the nurse themselves at a later

time. With passive referrals, we have no means to measure how many people receiving the referral end up using the service.

The total number of referrals the helpline has made to Nurse-Family partnership has declined since proactive referrals stopped. In 2015, the helpline made 251 passive referrals to NFP, down from 346 in 2014. For exact numbers of active and passive referrals since 2011, please see Support Table 2 in Appendix A.

Other Helpline Referrals and Services (Tables in Appendix A)

The helpline sends out informational pamphlets for WIC and the call center also answers the separate Abortion Alternatives line for Louisiana. In 2015, 402 WIC pamphlets were sent out, representing a 13% increase from 2014, but a 27% decrease from 2013.

The call center received ten Abortion Alternatives calls in 2015. Abortion Alternative calls have remained infrequent over the past three years, with eight calls 2013 and seven in 2014.

A table showing WIC Pamphlets, Abortion Alternatives calls, and Parents as Teachers & Text4baby referrals by month for 2015 can be found in Appendix A (Support Table 3).

In 2014, the helpline began telling callers about two more programs, if they were eligible for the service and interested in learning more about them. These programs are Parents as Teachers (PAT) and Text4baby. In October 2015, the helpline began asking Louisiana callers which parish they were from (in addition to their city). This allowed helpline staff to easily identify callers who might be eligible for PAT, as well as quickly disqualify callers from parishes without PAT. In 2015, 142 referrals were made to Text4baby, and two referrals were made to PAT.

A table showing WIC Pamphlets, Abortion Alternatives calls, and PAT and Text4baby referrals by year from 2013-2015 can be found in Appendix A (Support Table 4).

Website Report

The *Partners for Healthy Babies* website, PartnerforHealthyBabies.org, serves as a resource for both parents and health professionals. Originally named 1800251BABY.org, the website was created in 2004, then revamped and rebranded under the name “Partners for Healthy Babies” in 2013.

Once users arrive at the current home page, they can choose to explore the parent portal or the provider portal. The parent portal provides useful information about pregnancy and parenting, targeted to the financial, social and health-related needs of current or expecting parents and caregivers.

The provider portal provides information and resources for medical providers, community agencies, and other maternal and child health organizations. Key resources include maternal and child health fact sheets and reports (available for download), links to programs and services for pregnant women and new moms, and news related to maternal and child health issues.

The website is actively promoted through paid media campaigns when a media and promotions budget is available. In 2015, we had a very limited budget for website promotion, with the majority of available funds going toward technical maintenance. This dictated that our website strategy focused on maintaining existing web content and users, as opposed to running paid campaigns to increase web traffic. As expected, website usage was down from 2014, when the website received more paid promotion.

Despite these budget limitations and overall decrease in website usage, we did run a short and highly targeted web campaign (discussed in the *Paid Media and Promotions* section) that increased website traffic for the duration of that campaign.

Glossary of Web Terms

As defined by Google Analytics

Pageview:

An instance of a page being loaded (or reloaded) in a browser. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

Unique Pageview:

The number of sessions during which a page was viewed one or more times. A unique pageview aggregates the pageviews that are generated by the same user during the same session.

Session:

The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave a site and return within 30 minutes are counted as part of the original session.

User:

The number of inferred individual people (filtered for spiders and robots), within a designated reporting timeframe, with activity consisting of one or more sessions on a site. Includes both new and returning users.

Bounces:

A single-page visit, i.e. a visit in which a person left a site from the entrance page without interacting with the page

Source:

The origin of your traffic, such as a search engine (for example, *Google*) or a domain (*example.com*).

Medium:

The general category of the source. For example: organic search (unpaid search), cost-per-click paid search, web referral.

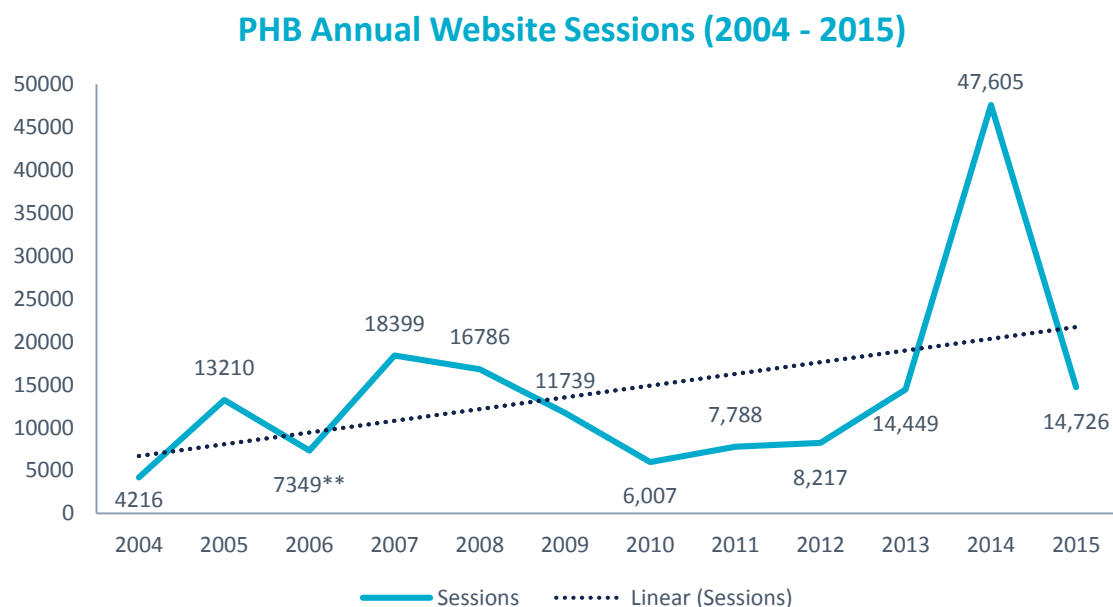
Referral Traffic:

The segment of traffic that arrives on your website through another source, like through a link on another domain.

Website Usage

Since 2004, there have been 170,491 sessions* on the *Partners for Healthy Babies* website. Sessions on the *Partners for Healthy Babies* website had been on the decline since peaking in 2007 (18,399 sessions), reaching their lowest point in 2010 with only 6,007 sessions, a 206% decrease over 3 years. After a steady increase over 3 years, 2014 marked a dramatic increase and the highest peak in website usage to date, with 47,605 sessions. During 2014, two paid media campaigns were created to increase traffic to the website.

This past year, in 2015, website usage declined by 69% from 2014 with 14,726 sessions. Despite this recent decrease, 2015 website usage is very similar to 2013 usage, and represents a 145% increase from 2010. The linear sessions projection line in the chart below shows that website usage is on a positive trajectory overall.



*Due to changes in website metrics nomenclature, data may vary slightly.

**Annual sessions for 2006 have been approximated due to missing data (Jan). Total # of sessions = SUM(Feb:Dec) + AVG(Feb:Dec).

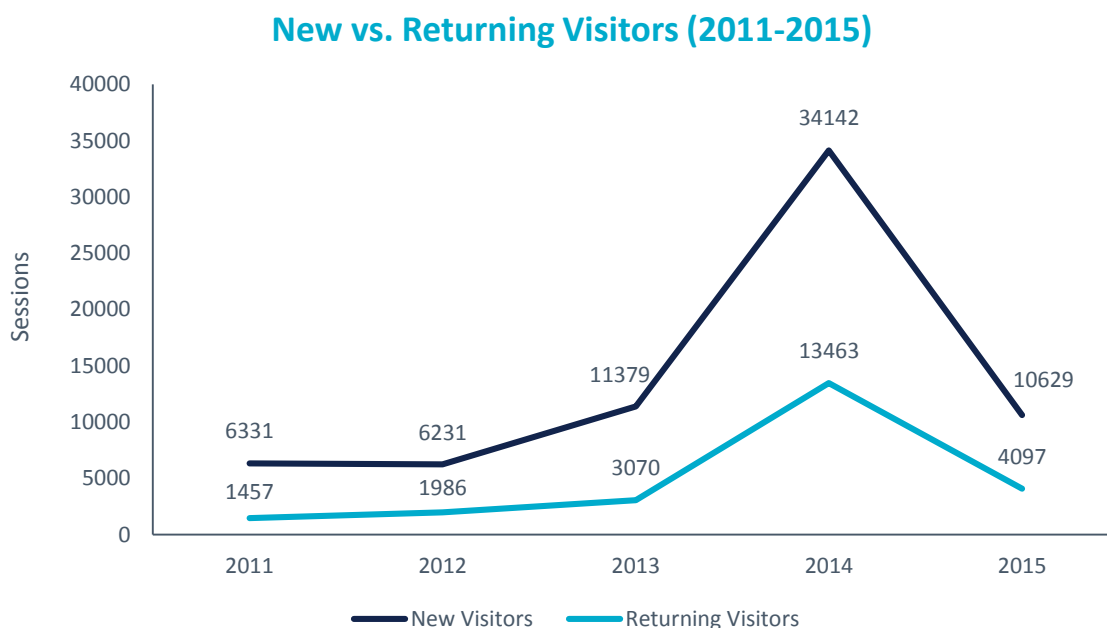
PartnersforHealthyBabies.org saw a sharp increase in unique visitors in 2014, but in 2015 showed a return to average pre-2014 levels with 10,711 unique visitors over the course of the year. Much of 2014's increases in website usage and unique visitors can be attributed to two paid media campaigns: a radio and print campaign in May and June 2014, and an internet-based campaign in August and September 2014 aimed at increasing provider use of the website. Only one, smaller paid media campaign was implemented in 2015: an internet-based campaign that ran during June and July. In the table on the next page, months with active media campaigns have been highlighted in green. All three campaign periods show an increase in unique visitors to the site, but the radio and print campaign in May and June of 2014 brought more unique visitors per month to the site than at any other time.

PHB Website Unique Visitors by Month										
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Jan	660	709	1041	1014	461	334	351	424	280	312
Feb	660	883	853	818	387	333	362	355	286	437
Mar	1396	876	946	1200	488	353	327	452	423	448
Apr	682	524	992	1199	363	293	366	472	339	465
May	570	2723	1236	1075	291	271	426	414	14914	460
Jun	674	1546	1290	1061	319	2441	556	386	8972	1861
Jul	517	1695	1205	973	509	413	1690	620	487	3678
Aug	515	1078	1886	1016	476	911	1141	2840	4623	852
Sep	464	1283	1440	1099	370	360	409	5171	3451	760
Oct	1018	1512	1231	67	353	388	451	355	1504	762
Nov	409	1347	1090	711	328	334	367	234	393	660
Dec	363	898	895	398	285	301	276	243	229	615
TOTAL	7928	15074	14105	10631	4630	6732	6722	11966	35901	10,711

*Green shading indicates months during which PHB ran paid promotional campaigns

Website Visitors – New vs. Returning

Over the past 5 years, the trend has been that the more new visitors that find the website, the more returning visitors use the website. Furthermore, the rate of return users to new users was extremely similar for 2014 and 2015 (39.4% returning users to 38.5%, respectively), despite significant differences in each year's total number of users. This suggests that once a user becomes familiar with the website, he or she may bookmark it and reference it multiple times. The chart below shows new and returning visitors to the website from 2011 through 2015.



Where are Website Visitors Located?

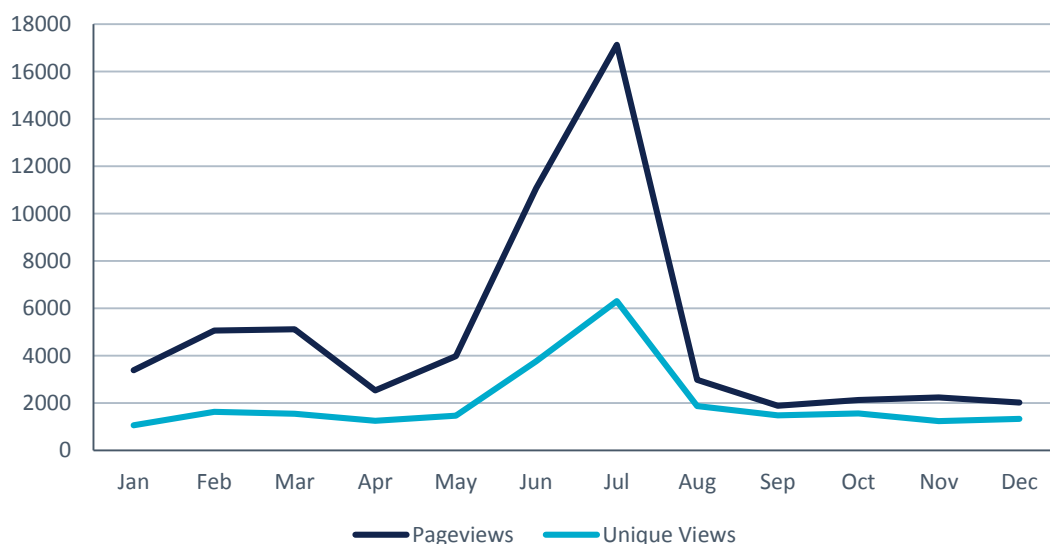
From 2011 to 2014, the majority of visitors to the site were located in New Orleans or Baton Rouge, LA. In 2015, however, Baton Rouge was outranked by Dallas, Texas. This table shows the top 10 cities by number of sessions for the site since 2011.

Top 10 Cities to the PHB Website by Number of Sessions (2011 – 2015)					
	2011	2012	2013	2014	2015
1	New Orleans (1418)	New Orleans (1192)	New Orleans (1792)	New Orleans (3895)	New Orleans (2,007)
2	Baton Rouge (850)	Baton Rouge (648)	Baton Rouge (1495)	Baton Rouge (3637)	Dallas (977)
3	Lafayette (442)	Dallas (451)	Tuttle (1103)	Lafayette (2,212)	Baton Rouge (886)
4	Shreveport (335)	Houston (348)	Shreveport (444)	Shreveport (1664)	Houston (733)
5	Metairie (267)	Lafayette (262)	Lafayette (408)	Unknown (1403)	Lafayette (453)
6	Lake Charles (173)	New York (231)	Metairie (308)	Bryan (1093)	Unknown (346)
7	Monroe (148)	Shreveport (211)	Monroe (252)	Monroe (981)	Shreveport (234)
8	Houma (137)	Monroe (117)	Lake Charles (230)	Lake Charles (971)	Moscow (192)
9	Houston (123)	Collins (116)	San Antonio (201)	San Antonio (955)	Houma (155)
10	Atlanta (122)	Metairie (113)	Dallas (189)	Covington (937)	Lake Charles (145)

How Many Pages are Visitors Viewing?

While on the website, people visited multiple pages, with both types of pageviews peaking in the middle of the internet-based media campaign in June and July of 2015. Monthly pageview variations are consistent with monthly variations in unique visitors.

PHB Pageviews vs. Unique Pageviews (2015)

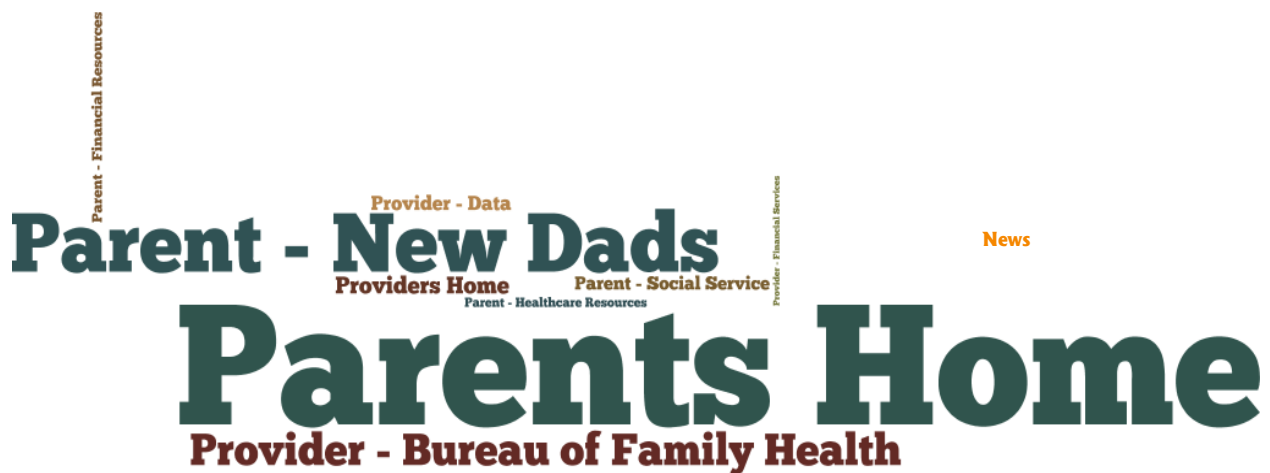


Which Pages were Most Popular?

Since the relaunch of the website in 2013, we have been tracking which content receives the most pageviews. The word cloud below represents the top 10 pages viewed (not including the home page) by visitors to PartnersForHealthyBabies.org in 2015. Larger words represent more pageviews, and accordingly, the parent portal home page was found to be the most frequently viewed page other than the main home page. This was followed by the “New Dads” page of the parent portal, then the “Bureau of Family Health” page of the provider portal.

The biggest change in 2015 with regard to most-viewed content was the “New Dads” page. This was the first year since 2013 that this page was among the top ten most-viewed pages, ranking second in overall pageviews this past year. This is likely due to the specific targeting of fathers in the paid media campaign.

A more detailed table showing rankings with exact pageview numbers can be found in Appendix B (Support Table 1B).



What Did Parents Look at Most?

Pageviews for content found in the parent and provider portals were tracked separately to get an idea of what content was most popular among parents and providers, respectively. The word cloud below represents the top five most popular pages accessed through the parent portal. As expected from the top pages for the overall site, “New Dads” was the most popular page for parents. This was followed by Social Service, which includes home visiting program information, then Financial Resources, which contains links to Medicaid information.



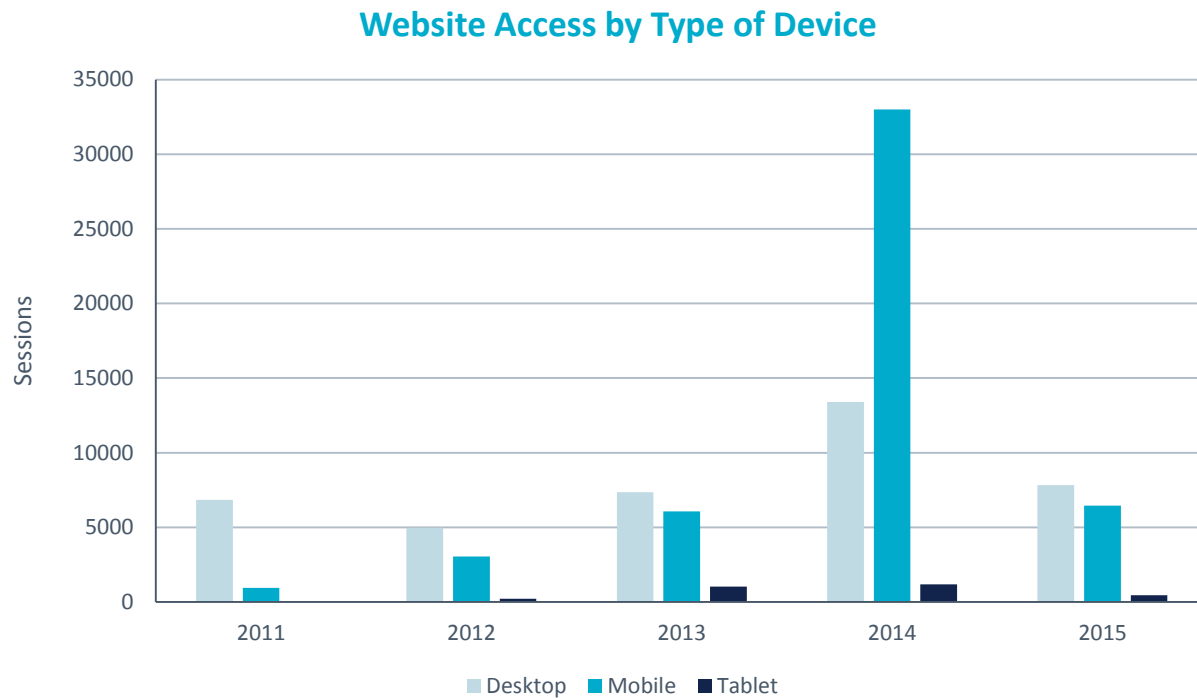
What Did Providers Look at Most?

The word cloud below shows the top five most popular pages accessed through the provider portal. The most popular page for providers was the “Bureau of Family Health” page, which contains information about all of the Bureau of Family Health’s programs. The second most popular page was “Data,” which includes fact sheets and reports available for download, followed by “Financial Services,” which includes Medicaid and WIC program information that providers can share with clients.



How are Visitors Accessing the Website?

In 2015, a substantial proportion of visitors used mobile devices to access the website, but desktop computers were still the most frequently-used devices. Website access by device in 2015 is much more similar to 2013 than 2014, as users in 2014 demonstrated a much greater tendency to use mobile devices. The chart below shows the shift in how users access the website from 2011 through 2015.



Traffic

It is important to note how people found the website, whether their route was **direct** – they knew they wanted to come to *Partners for Healthy Babies* and typed it into the browser or clicked on the links from their bookmarked/favorites list, **organic** – they searched a keyword in an unpaid search engine and selected *Partners for Healthy Babies* from the results, **referral** – they got to the website through a link from another site, **paid** – they found the website because the *Partners for Healthy Babies* program paid for placement for certain search terms or placed an ad, or **social** – they got to the website through a link on social media.

In 2010, organic Google searches were the number one way people found the website, followed by direct routes. Starting in 2011, users were most likely to get to the website by typing in the URL directly or through a bookmark of the website. In 2013, AT/Mobile, a paid campaign, became the highest source of traffic, bringing 4,729 sessions to the site. This trend continued in 2014, when Conversant/Mobile, another paid campaign, brought in 27,832 sessions.

In 2015, direct routes were the number one way people got to the website. This was followed by paid ads on websites within the Google Display Network (i.e. Gmail, Blogger, YouTube, some news sites, apps and mobile sites, etc.), which brought in 2,489 sessions. Organic Google searches rounded out the top three traffic sources, bringing in about a quarter fewer sessions than paid Google ads. The table below shows the top 10 non-direct traffic sources for PHB in 2015.

Top 10 Non-Direct Traffic Sources (2015)			
	Source/Medium	Type	# of Sessions
1	Google/cost-per-click	Paid	2,489
2	Google/organic	Organic	1,781
3	dhh.louisiana.gov/referral	Referral	625
4	new.dhh.louisiana.gov/referral	Referral	527
5	traffic2money.com/referral	Referral	441
6	4webmasters.org/referral	Referral	418
7	dhh.state.la.us/referral	Referral	391
8	best-seo-software.xyz/referral	Referral	344
9	Bing/organic	Organic	308
10	tpc.googlesyndication.com/referral	Referral	227

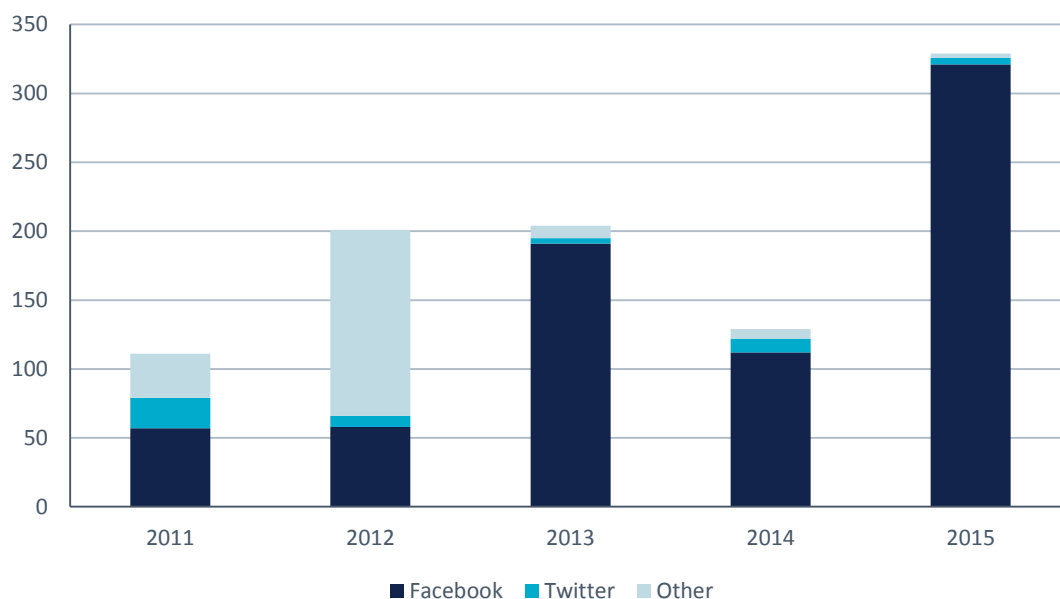
Traffic from referrals is another important way that people get to the website. The Louisiana Department of Health and Hospitals has consistently been one of top two referral sources, and in 2015, it was by far the most popular referral source. The table on the next page compares 2014 and 2015 traffic referrals.

Traffic Referrals 2014-2015			
2014 Traffic Referrals	Sessions	2015 Traffic Referrals	Sessions
White List Delivery (email)	3623	dhh.louisiana.gov	625
new.dhh.louisiana.gov	534	new.dhh.louisiana.gov	527
dhh.louisiana.gov	444	traffic2money.com	441
semalt.semalt.com	113	4webmasters.org	418
dhh.state.la.us	87	dhh.state.la.us	391
semalt.com	82	best-seo-software.xyz	344
giveyourbabyspace.com	68	tpc.googlesyndication.com	227
nola.gov	58	website-analyzer.info	172
buttons-for-website.com	47	ranksonic.net	148
louisianabreastfeedingcoalition.org	46	trafficmonetizer.org	132

Social networks have been a rising source of referrals for the website, with a slight drop in 2014, but a significant rebound in 2015. In 2015, the majority of social network referrals came from Facebook, with a much lower proportion of referrals coming from Twitter. *Partners for Healthy Babies* has used Facebook as a platform for hosting website ads on several occasions, which may account for its consistently high ranking as a source of social network referrals.

It is important to note that in July of 2014, the social media campaign supporting the *Partners for Healthy Babies* program, Sammy the Stork, was halted for administrative review and rebranding. By the end of 2014, social media was given the green light to start up again under the name and brand of *Partners for Healthy Babies* instead of Sammy the Stork. Social media posting resumed in March 2015.

Top 5 Social Network Referrals by Year

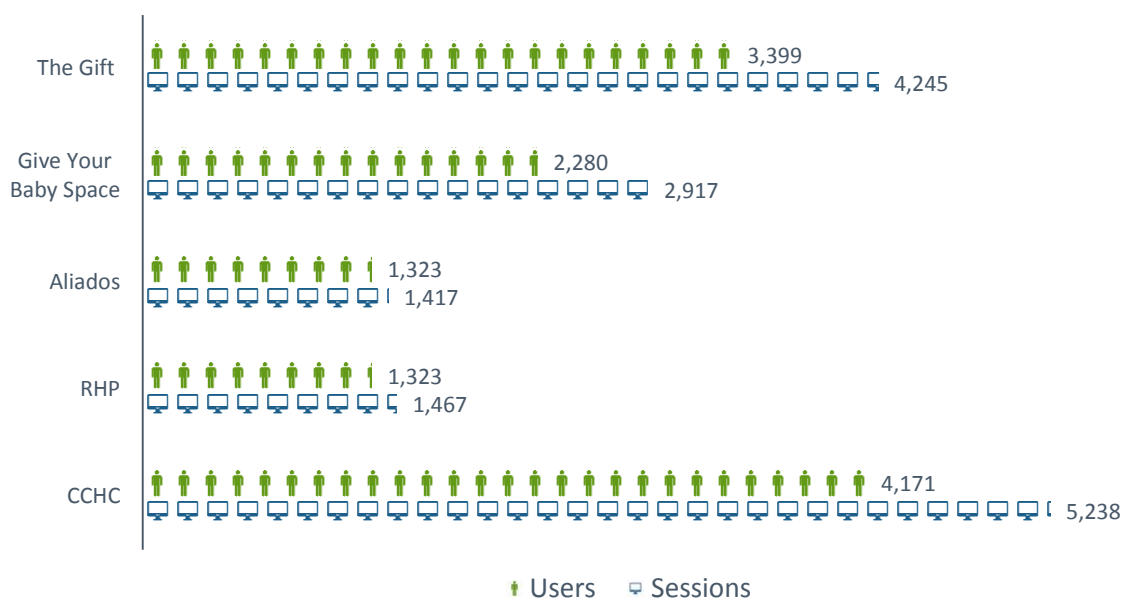


Mini-Websites

Beginning in October of 2012, BFH began launching mini-websites to cater to specific audiences and their needs. Our family of websites includes: Give Your Baby Space (GiveYourBabySpace.com), Louisiana Child Care Health Consultant Program (CCHC) (LACCHC.org), a Spanish Language version of the PHB website (Aliados) (AliadosParaBebesSanos.org), Louisiana Reproductive Health Program (RHP) (HealthyChoicesLA.org), and the Louisiana hospital-based breastfeeding program, *The Gift* (TheGiftLA.org).

- *The Gift* website contains tools and resources for the evidence-based breastfeeding quality improvement program for Louisiana birthing facilities.
- Give Your Baby Space focuses on safe sleep practices and also includes resources for new parents in Louisiana.
- Aliados, the Spanish Language PHB website, is not just a simple translation of PHB. It offers specific tips and resources specifically identified to help Spanish speakers in Louisiana.
- The Reproductive Health Program site is a resource for teens and young adults in Louisiana to learn about their family planning options and other relevant reproductive health issues.
- LA CCHC's website was launched as a platform for certified consultants to access password-protected content in addition to program and training information.

Mini Website Overview (2015)



The Gift Program Website

The table below shows the top five pages viewed (not including the home page) by visitors to TheGiftLA.org in 2015.

Top 5 The Gift Content Pageviews w/out Home Page		
Page Title	2015	
1 Tools & Resources	1072	
2 News: Ochsner Baptist to Open Louisiana's First Donor Human Milk Bank	829	
3 Gift Designated Facilities	694	
4 The Ten Steps	666	
5 For Gift Designated Facilities (Facility Portal)	615	

Give Your Baby Space Campaign Website

The Give Your Baby Space website has been active since October 2012. The table below shows the top five pages viewed on GiveYourBabySpace.com in 2015, as compared to 2014 (both years exclude the home page). In 2015, a searchable resource database was added and became active on the website, and was the most-viewed page by far.

Top 5 Give Your Baby Space Content Pageviews w/out Home Page*			
Page Title	2015		2014
1 Resource Directory	970	↑	Not yet active
2 Multimedia	367	↓	424
3 Facts & Tips	299	↑	289
4 Resources	292	↓	333
5 Crib Application	277	↓	564

*1-5 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)

PHB Spanish Website

The PHB Spanish website, AliadosParaBebesSanos.org, was launched in 2014. The table below shows the top five most-viewed pages (excluding the home page) in 2015, as compared to 2014. All but one of the top five pages remained the same in ranking from 2014 to 2015, with “Contacto” (Contact us) replacing “Recurso Generales” (General Resources) in the number three spot.

Top 5 PHB Spanish Language Content Pageviews w/out Home Page*			
Page Title	2015		2014
1 Embarazo	145	↔	35
2 Planificacion Familiar	115	↔	32
3 Contacto	63	↑	7
4 Padres Primerizos Y El Bebe	63	↔	10
5 Consejos Generales	57	↔	9

*1-5 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)

Reproductive Health Program Website (HealthyChoiceLA.org)

The table below shows the top five pages viewed (not including the home page) by visitors to HealthyChoicesLA.org in 2015.

Top 5 Healthy Choices LA Content Pageviews w/out Home Page		
Page Title	2015	
1 Locations & Services	147	
2 Birth Control	114	
3 Insurance Coverage	113	
4 Life Planning	88	
5 Contact	57	

Child Care Health Consultant Program Website

The CCHC website launched halfway through 2013. The table below shows the top five most-viewed pages (excluding the home page) on LACCHC.org in 2015, as compared to 2014. The content rankings remained about the same, but sessions increased significantly. In 2015, LACCH.org saw 5,238 sessions, a 165% increase from 2014.

Top 5 LACCHC Content Pageviews w/out Home Page*			
Page Title	2015		2014
1 For Consultants (info for potential consultants)	3464	↔	1214
2 Consultants (consultant portal home)	2592	↔	1208
3 News	2161	↔	664
4 Services	1407	↑	485
5 About Us	1342	↓	495

*1-5 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)

Social Media Report

Sammy the Stork was the social media persona for *Partners for Healthy Babies* from 2009 until July 2014. The campaign was launched in 2009 as a part of a preconception health advertising campaign with a corresponding website: TheStorkReality.org. In July 2014, the social media strategy was placed under administrative review by the Louisiana Department of Health and Hospitals and posting was halted for the remainder of the year. In 2015, Sammy the Stork's Facebook and Twitter accounts were rebranded as *Partners for Healthy Babies* social media accounts. Under the new name and brand, *Partners for Healthy Babies* operated in 2015 without Sammy as a spokesperson, and posted as a helpful, expert program speaking directly to parents and providers. Active posting to social media resumed in March 2015.

The table below shows the activity for the *Partners for Healthy Babies* Facebook page and Twitter account in 2015. During 2015, the Facebook page gained 62 new fans or "likes" and experienced 43 "unlikes." Twitter gained 231 followers over the same time period. In June and July, a paid media campaign was run to increase target audience engagement with *Partners for Healthy Babies'* web content – these months are highlighted in green in the table below.

Social Media Presence (2015)

FACEBOOK STATS													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
New Fans/Likes	0	3	3	4	8	9	10	3	1	7	3	11	62
Unlikes	0	0	4	1	4	1	6	3	6	4	7	7	43
Impressions	39	100	1,051	1,203	2,345	91,648	190,103	1,188	1,430	1699	1,190	1,948	293,944
Users	15	24	497	671	1,229	48,502	91,616	702	830	951	623	915	146,575
Male		6%	12%	15%	13%	53%	58%	21%	13%	17%	9%	15%	-
Female		94%	88%	85%	87%	47%	42%	79%	87%	83%	91%	85%	-
Sent Msgs	0	0	15	23	27	32	26	26	27	29	26	27	258
Interactions	0	4	36	44	61	89	63	42	44	47	36	64	530

*Green shading indicates months during which PHB ran paid promotional campaigns

TWITTER STATS													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Sent Msgs	0	0	14	25	27	27	26	26	28	29	26	27	255
New Follow	8	7	19	26	25	15	37	14	18	20	18	24	231
Males	48%	48%	48%	48%	48%	49%	48%	48%	48%	47%	47%	47%	-
Females	52%	52%	52%	52%	52%	51%	52%	52%	52%	53%	53%	53%	-
Interactions	0	0	5	5	11	5	9	0	6	2	6	3	52
Impressions	0	0	14,600	55,000	40,700	34,100	29,604	1,160	2,189	2,017	1,219	1,164	181,753
Link Clicks	0	0	2	20	35	11	52	2	10	26	14	27	199
Mentions	0	0	3	0	6	1	1	0	4	1	0	2	18
Retweets	0	0	2	5	5	4	8	0	2	1	6	1	34

*Green shading indicates months during which PHB ran paid promotional campaigns

Paid Media and Promotions

Over the years, *Partners for Healthy Babies* has promoted the website and helpline in a variety of ways. Most recently, promotional efforts have focused on online campaigns, but the distribution of *Partners for Healthy Babies* business cards has also been a consistent, face-to-face aspect of promotions (card pictured below).



As mentioned previously in this report, budget limitations prevented us from running full-scale promotional campaigns in 2015, but we were able to run a small, highly targeted online campaign. In June and July, *Partners for Healthy Babies* contracted with Trumpet Group to run a digital marketing campaign on Google Display Network and Facebook. The goals of this campaign were to generate brand awareness and engage specific audiences with *Partners for Healthy Babies* web content related to services provided.

Google display network ads were created to target expecting mothers, low-income mothers, and expecting fathers in Louisiana. These target audiences will be referred to as “Female” and “Male” for the remainder of this report.

A list of topics was created for both of these target audience groups so that ads would display on users’ Google Display Network sites (Google search, Gmail, YouTube, some news sites, etc.) when users sought out specific topics or content within predetermined categories.

Facebook ads were created to target the same male and female audiences. Ads were set to display for people who listed certain interests, locations, age ranges, education levels, and/or parental status on their Facebook profiles.

Top Performing Ads: Google

For males, the top performing ad was a general message about resources for new dads, yielding 568 clicks. As mentioned in the website report, the “New Dads” page was viewed many more times in 2015 than in previous years, likely due in part to this ad campaign. For females, a specific message about Nurse-Family Partnership was the top performing ad, yielding 3,162 clicks.

For both male and female audiences, the 300 by 250 pixel size was the best performing size for ads.



Top Performing Ads: Facebook

In a reversal of the Google ad preferences, the male audience preferred the specific-message ad on Facebook, while female audiences preferred the general-message ad. The top performing ad for males directed men to financial resources, while the top performing ad for females directed women to general support and resources. Notably, male Facebook “likes” increased during the campaign period.



Access to Ads by Device

Mobile devices – smart phones and tablets – were the most frequently used device to click on ads. For Google Display ads, 94% of clicks came from mobile devices, while Facebook ads received 99.5% of clicks from mobile devices.

Overall Campaign Performance

At the outset of the campaign, Trumpet Group provided us with a performance forecast, and provided outcome projections in low-, medium-, and high- performance ranges. These performance measures included the following:

- Impressions: How many times an ad was displayed on a web page. Ads can be programmed to display when certain search terms are entered, when a Facebook user meets a certain target profile, or when certain, predetermined web content is clicked or sought out in some way. Impressions occur every time an ad is fetched based on those audience inputs.
- Clicks/Users: The number of times the ad is clicked and users are redirected to target content.
- Click-Through Rate (CTR): This is rate of times the ad is actually clicked versus the amount of times the add is displayed ($CTR = \text{Clicks} / \text{Impressions}$)

Two campaign performance measures, impressions and clicks, exceeded Trumpet Group’s high-range projections. While clicks significantly out-performed projections, the click-through rate was in the low-range projection. This is likely the case not because of poor campaign performance, but because the total number of impressions far exceeded expectations. Actual pageviews were slightly higher than medium-range projections, and indicate that while some users visited multiple pages after they clicked the ad, most stayed on the same page. The table below shows overall campaign performance outcomes, from both Google Display and Facebook ads.

Campaign Results	Impressions	CTR	Clicks/Users	Page views
High-Range Projection	86,511	1.5%	1,298	11,293
Actual Results	1,478,733	0.46%	6,922	8,008

Direct Site Usage Pre- and Post-Campaign

During the campaign, direct site usage – users typing the URL directly into the address bar or clicking a bookmarked link to it – increased significantly. The tables below show pre- and post-campaign direct usage. During the course of the campaign, direct new users increased by 652% and direct sessions increased by 750%. This is indicative of increased overall brand awareness.

Pre-Campaign Usage, March 1 – April 30, 2015	
Direct New Users	193
Direct Sessions	295

Campaign Usage, June 15 – July 27, 2015	
Direct New Users	1,453
Direct Sessions	2,508

Campaign Takeaways

- Ads directed at fathers were popular, and the Facebook campaign for males yielded more impressions and clicks than the Facebook campaign targeting females. This indicates that expecting fathers are interested in *Partners for Healthy Babies’* services, but may have been neglected in past marketing efforts. Future marketing efforts should treat men/fathers as a key target audience.
- The predominance of mobile devices suggests that moving forward, we must consider how a web page appears on mobile devices, and more effort may need to be directed toward mobile optimization of *Partners for Healthy Babies* web content.
- Since both audiences preferred both general and specific messages (depending on whether they saw the ad on Facebook or a Google Display site), *Partners for Healthy Babies* should continue to vary promotional message content to reach the most people.

Next Steps for Partners for Healthy Babies

As *Partners for Healthy Babies* moves into its 24th year, the mission to reduce infant mortality by providing information and resources to women and their families remains the driving force behind this important initiative.

2016 will mark a year of strategic planning for the *Partners for Healthy Babies* project. Stakeholders will be convened to help establish new priorities for the project, and to determine specific areas of focus for the next three years. A social marketing approach will be adopted to guide the development of consumer-oriented strategies that link women and their families to the resources that they need and want. New media messages and communication channels will be explored and developed to make sure that we reach and connect with various target audience segments, including new parents and providers.

It is important to note that women and their families get information in various ways. Some seek information directly, either by visiting the website, following PHB on social media, or calling 1-800-251-BABY. Others get the information from healthcare providers, social service providers, or other community agencies. Those providers and agencies are key constituents for our website(s), following PHB on social media, and calling 1-800-251-BABY.

Continuous quality improvement will remain a key focus for the website, PartnersforHealthyBabies.org, as well as for all other Bureau of Family Health mini-websites (AliadosParaBebesSanos.org, HealthyChoicesLA.org, TheGiftLA.org and LACCHC.org). It will be essential to keep each website fresh, current and relevant in order to attract and retain users. For ease of maintaining, refreshing and updating content, the Give Your Baby Space website will be transitioned to the same Content Management Service (CMS) as all the other BFH websites.

For the helpline, 1-800-251-BABY, the focus will continue to be on keeping up with resources and quality assurance. Key strategies will include:

- Maintaining the quality of existing resources
- Searching for new perinatal-related resources
- Reviving active referrals to home visiting services, if possible
- Implementing a quality assurance system to ensure that callers are getting connected to the resources they need.

In 2016, *Partners for Healthy Babies* hopes to continue as a trusted source of information and resources for women and their families.

Last Updated: February 15, 2016

Appendix A: Helpline

Support Table 1: Top 5 Reasons for Helpline Calls (2011-2015)

	2011	2012	2013	2014	2015
1	WIC/Food Stamps	WIC/Food Stamps	WIC/Food Stamps	WIC/Food Stamps	WIC/Food Stamps
2	Dental	Immunizations	Potential/Testing	Immunizations	Immunizations
3	Immunizations	Potential/Testing	Immunizations	Gen. Assistance	Gen. Assistance
4	Potential/Testing	Dental	Medicaid	Gen./Resource	Potential/Testing
5	Medicaid	Medicaid	Gen. Assistance	Potential/Testing	Maternity Goods

Support Table 2: Helpline Referrals to Nurse-Family Partnership: Active/Passive (2011-2015)

	2011	2012	2013	2014	2015
Active	657	290	0	0	0
Passive	19	185	324	346	251
TOTAL	676	475	324	346	251

Support Table 3: WIC Pamphlets, Abortion Alternatives calls, and Parents as Teachers & Text4baby referrals by month (2015)

	Eating Healthy Pamphlet (WIC)	Breastfeeding Pamphlet (WIC)	Abortion Alternatives Calls	Parents as Teachers Referral	Text4baby Referrals
JAN	31	31	2	0	23
FEB	7	7	2	0	8
MAR	25	25	2	0	18
APR	19	19	1	0	15
MAY	23	23	0	0	15
JUN	19	19	0	0	15
JUL	20	20	0	0	10
AUG	24	24	0	0	18
SEP	6	6	1	0	5
NOV	6	6	0	1	7
OCT	2	2	2	1	0
DEC	19	19	0	0	8
TOTAL	201	201	10	2	142

Support Table 4: WIC Pamphlets, Abortion Alternatives calls, and Parents as Teachers & Text4baby referrals by year (2013-2015)

	2013	2014	2015
WIC Eating Healthy Pamphlet	277	178	201
WIC Breastfeeding Pamphlet	277	178	201
Abortion Alternative Calls	8	7	10
Parents as Teachers Referrals	--	17	2
Text4baby Referrals	--	70	142

Appendix B: Website

Support Table 1B: Top 10 PHB Content Page Views w/out Home Page*

Page Title	2015	2014
1 Parents Home	12,640	67,594
2 Parent - New Dads	6,173 ↑	81
3 Provider - Bureau of Family Health	3,306 ↔	3,436
4 Providers Home	1,774 ↓	36,245
5 Provider - Data	1,506 ↑	1,414
6 Parent - Social Service	1,382 ↑	1,670
7 Parent - Financial Resources	1,114 ↓	1,985
8 Parent - Healthcare Resources	977 ↓	1,803
9 Provider - Financial Services	680 ↑	809
10 News	642 ↓	1,504

*1-10 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)